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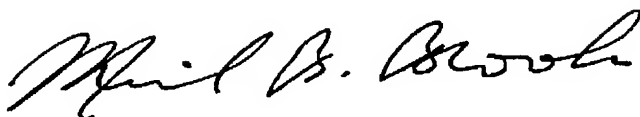
TO: COMMISSIONER FOR PATENTSFROM: MICHAEL B. BROOKSFAX: (703) 872-9306PAGES (INCLUDING COVER): 5PHONE: (703) 308-4357DATE: JUNE 15, 2004RE: INFORMATION DISCLOSURE STATEMENT FOR SERIAL NUMBER 10/817593

COMMENTS:

DEAR SIR,

ATTACHED PLEASE FIND THE FOLLOWING ITEMS TO BE MADE OF WRITTEN RECORD
IN THE ABOVE-CITED APPLICATION FILE:

1. TRANSMITTAL SHEET (1P.);
2. COVER LETTER (2PP.);
3. IDS FORM PTO - 1449A/PTO (1P.)



MICHAEL B. BROOKS
REG. NO. 39,921

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PTO/SB/21 (02-04)

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/817593	
	Filing Date	April 1, 2004	
	First Named Inventor	David A. Gerken	
	Art Unit		
	Examiner Name		
Total Number of Pages in This Submission	4	Attorney Docket Number	GERKEN0401

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	
<input checked="" type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Certified Copy of Priority Document(s)	Remarks	
<input type="checkbox"/> Response to Missing Parts/Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Michael Blaine Brooks P. C. Reg # 39,921
Signature	<i>Michael Blaine Brooks</i>
Date	June 15, 2004

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
Typed or printed name	Anneke Bernardo		
Signature	<i>Anneke Bernardo</i>	Date	6/15/04

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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JUN 15 2004

Application No. :10/817593
Applicant :David A. Gerken
Title :System and Method for Selectively Acquiring and Targeting
Online Advertising Based on User IP Address
Filed :April 1, 2004
Art Unit :
Examiner :
Docket no. :GERKEN0401
Customer no. :24507

Date: June 15, 2004

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Supplemental Information Disclosure Statement

Dear Sir,

The applicant respectfully request the enclosed references be considered during the examination of the application referenced above. For convenience of the Examiner, the references are listed on the attached Substitute for Form PTO-1449A/PTO herein.

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Accordingly, it is respectfully requested that these references be considered in the examination of this application and be made of written record in the application file.

Respectfully submitted,



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PTO/SB/08A (08-03)

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Substituto for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

Application Number	10/817593
Filing Date	April 1, 2004
First Named Inventor	David A. Gerken
Art Unit	
Examiner Name	
Attorney Docket Number	GERKEN0401

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US- 5,948,061	09-07-1999	Merriman et al.	
		US- 6,151,631	11-21-2000	Ansell et al.	
		US- 6,339,761	01-15-2002	Cottingham	
		US- 6,487,538	11-26-2002	Gupta et al.	
		US- 6,665,715	12-16-2003	Houri	
		US- 2002/0010626A1	01-24-2002	Agmoni	
		US- 2002/0016831A1	02-07-2002	Peled et al.	
		US- 2003/0036949A1	02-20-2003	Kaddeche et al.	
		US- 2001/0039210A1	11-08-2001	ST-Denis	
		US- 2002/0120629A1	08-29-2002	Leonard	
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ *Number ⁴ *Kind Code ⁵ (if known)				

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language translation is attached.

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